



UNIVERSITEIT VAN PRETORIA  
UNIVERSITY OF PRETORIA  
YUNIBESITHI YA PRETORIA

DEPARTMENT OF MARKETING MANAGEMENT

## **MASTERS PROGRAMME IN MARKETING MANAGEMENT (COURSE WORK: 07250025) MASTERS COURSEWORK INFORMATION**

### **1. BACKGROUND**

The study of Marketing at postgraduate level is more than just the attainment of an academic qualification: it is in fact an intervening process of formative change. During this exposure one's intellectual abilities will grow and develop, but this experience will also have a positive influence on the individual. South Africa needs expertise in the business world and the knowledge and skills obtained through this programme will ensure that learners are ready to face marketing-related challenges.

The key advantage of this degree lies in the encouragement and development of individual thinking; which is the extension of the student's knowledge and experience. This will result in the individual becoming an expert in this field of study. The degree develops the ability to make a significant and meaningful contribution to both the business of Marketing Management and the academic thinking in this discipline.

A high level of enthusiasm is necessary for a student to venture into postgraduate studies. A component of independent thought process as well as a high degree of self-activity and motivation is required. New insights, pragmatic testing of theories, integration, and empirical application of learned concepts will form the building blocks of this thought-creating process.

## 2. MCOM IN MARKETING MANAGEMENT (code 07250025)

The Masters in Marketing Management Coursework programme contains a number of key factors that afford the student ample opportunity for personal growth within this field of study.

These include:

- Exposure to leading-edge thinking in marketing
- Access to lecturers who are specialists in their respective fields
- Material that will broaden your perspective on marketing issues
- Acquiring applied knowledge that will enable you to distinguish yourself from competitors in the market-place
- Conferral of a postgraduate degree from a university that is both internationally competitive and locally relevant
- Working from a sound theoretical basis
- Fostering of research
- Stimulation of advanced critical and analytical thinking
- Contribution to the search for practical solutions to prevailing questions

### 2.1 Coursework structure

The duration of the degree programme is **one year**. The Masters Coursework contains four compulsory modules with a total of 180 credits. The credits for the programme are as follows:

Compulsory modules	Credits
BEM 822 Strategic issues in marketing	25
BEM 882 Marketing management	25
BEM 801 Research process	30
BEM 811 Research article	100

The weight of the research article (**BEM 811**) contributes 56% towards the total requirements for the degree.

The structure of the coursework programme across the year is presented in the table that follows:

SEMESTER MODULES	
SEMESTER 1	SEMESTER 2
BEM 822 Strategic issues in marketing	BEM 882 Marketing management
YEAR MODULES	
BEM 801 Research process	
BEM 811 Research article	

Contact sessions are conducted in English only and are generally scheduled on a **monthly** basis (Friday and/or Saturday full day). An average of 90% class attendance is required.

### 3. PRE-REQUISITES FOR ADMISSION TO THE DEGREE

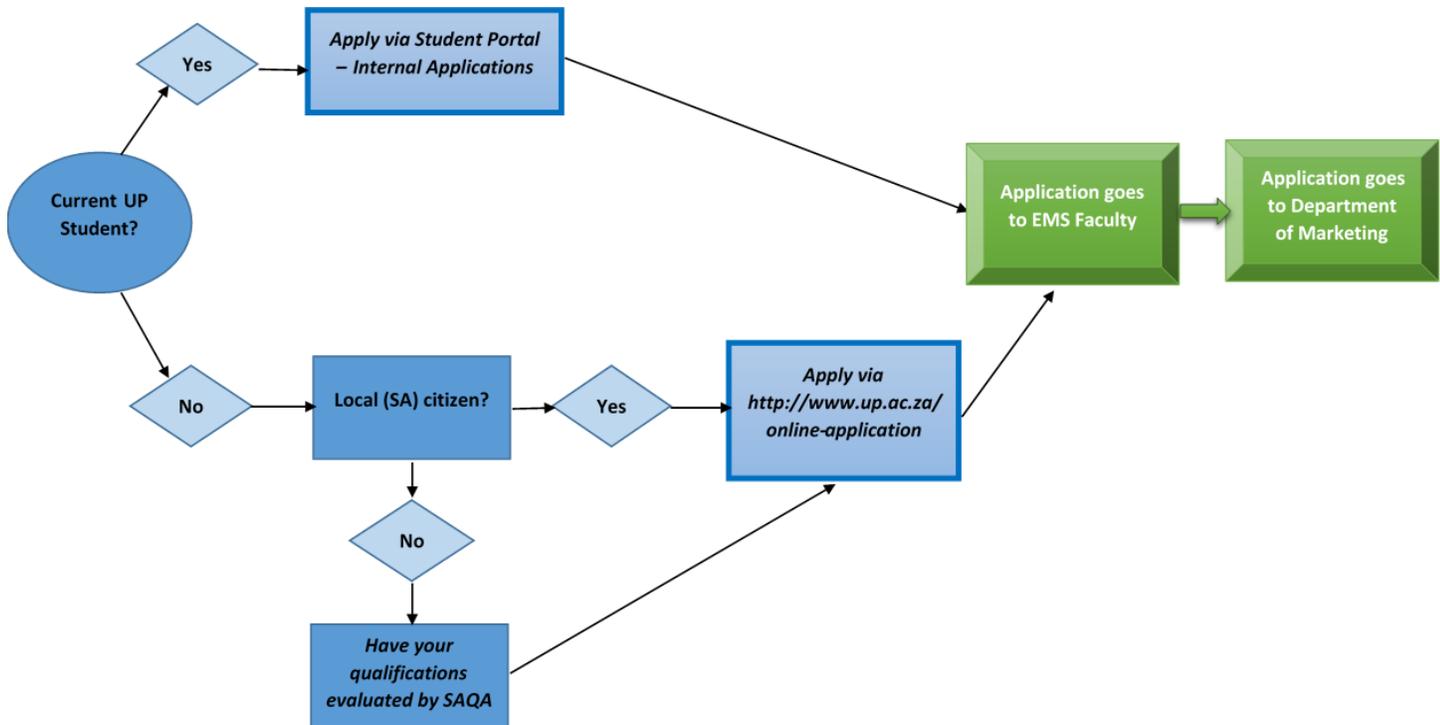
Only candidates with a **BCom (Hons) degree in Marketing Management** with an average mark of **at least 60%** for all the subjects in the preceding honours degree can apply for the Masters programme. *It should be noted that students who have not obtained **at least 65%** for their BCom Honours degree in Marketing Management will in all probability not be considered for admission to the programme due to high demand and limited capacity.*

***Please note: All applicants will be subjected to a selection process.***

### 4. APPLICATION AND SELECTION PROCESS

*Please note that the Department **does not** facilitate ad hoc applications sent directly to the Department (please refer to Section 4.2). All applications have to follow the prescribed application processes as outlined in this Section.*

The phases of the application and selection process are as follows:



4.1 Apply for **admission** on or before **31 October** (in the preceding year of study) if you are a South African citizen. (The closing date for applications for international students is 31 August of the preceding year of study.) All applications have to be done **online** via the UP website: <http://www.up.ac.za/online-application>.

- *Current registered UP students* must apply online for admission to the **degree**. Refer to the Student Portal under Internal Applications. No application fee is payable.
- *UP alumni* who interrupted their studies, need to apply for re-admission as a postgraduate student. An application fee is payable.
- Prospective students from *other national or international universities* should first apply for admission to UP and thereafter for admission to the Masters programme of the Department of Marketing Management. An application fee is payable.
- **International students** (with any prior qualifications obtained at a non-South African University) must have their qualifications evaluated by the South African

Qualifications Authority (SAQA) and must attach the SAQA evaluation and copies of the qualifications and results of the Toefl/ielts results to their application form. ***The University of Pretoria and its staff can unfortunately not assist with this process.*** Contact SAQA at <http://www.saqa.org.za/>. IMPORTANT: THE **CLOSING DATE** FOR APPLICATIONS FOR **INTERNATIONAL STUDENTS IS 31 AUGUST.**

- 4.2 The application will **first** be processed by the Client Service Centre, who **secondly** will forward the application to the Faculty of Economic and Management Sciences for initial screening and sent to the Department of Marketing Management. **Lastly**, it will be considered by the Department of Marketing Management.
- 4.3 Applicants may have to complete an admissions examination. This examination will take place annually between November and mid-January to evaluate applicants' English writing and language skills as well as their knowledge of research methodology. The date of the examination will be communicated to applicants via e-mail as soon as their departmental application and UP applications have been considered. *The head of department may decline an application for admission to the Masters programme:*
- a) if the applicant does not comply with the standards of competence required by the department;
  - b) because of capacity constraints due to a large number of applications received in a specific year; or
  - c) if the applicant insists to work on a research topic that is not aligned with the research focus areas of or the expertise available in the department.
- 4.4 Faculty Administration will inform you in writing of the outcome of your application and, if successful, provide you with the necessary registration information.
- 4.5 The Department of Marketing Management will endeavour to inform successful candidates by mid-December whether all their documents have been received. *Note that this date is dependent on when the information is received from Faculty Administration.*

## 5. ASSESSMENTS

Assessments (individual and/or group) form an integral part of the learning model. Due dates for submissions of assignments have to be adhered to.

## 6. CLOSING DATES FOR APPLICATIONS

South African citizens: 31 October (in the preceding year of the study).

International students: 31 August (in the preceding year of the study).

**Please note that feedback on applications are not done on an *ad hoc* basis, but only after all applications have been received.** This process follows the university closing date, and after progressing through the Faculty, is processed by the Department.

## 7. STUDY FEES AND FUNDING

Information about study fees and bursaries are available on the UP website:

<http://www.up.ac.za/fees-and-funding>.

## 8. ENQUIRIES ABOUT THE PROGRAMME

**Please consult the “Frequently Asked Questions” in Section 9 before making an enquiry.** Also ensure that you read the “Detail guidance on postgraduate selection regulations for the MCom (Coursework) in Marketing Management” document on the Departmental website – link: [DETAIL GUIDANCE ON POSTGRADUATE SELECTION REGULATIONS](#))

### ***ADMISSIONS PROCESS OR ADMINISTRATIVE ENQUIRIES:***

#### **Faculty Administration:**

**Ms Emily Mokhehle**

Tel: +27 12 420 3643

E-mail: [emily.mokhehle@up.ac.za](mailto:emily.mokhehle@up.ac.za)

#### **Departmental Administration:**

**Ms Phuti Matjea**

Tel: +27 12 420 5236

E-mail: [phuti.matjea@up.ac.za](mailto:phuti.matjea@up.ac.za)

## ACADEMIC ENQUIRIES (content and structure of the programme):

Dr Tania Maree

Tel: +27 12 420 3418

E-mail: [tania.maree@up.ac.za](mailto:tania.maree@up.ac.za)

### 9. FREQUENTLY ASKED QUESTIONS

Question	Answer
1. I don't have a BCom (Honours) in marketing. Can I still apply?	Should you hold a degree that is SAQA accredited as the equivalent of a BCom Honours in Marketing, with the required subminimum, you can apply. Such candidates may be requested to write an admissions exam. <i>Also refer to Q4 and 5.</i>
2. I live too far from Pretoria to attend the contact sessions. Will I be able to register for the degree?	It is a requirement that you attend regular contact sessions throughout the one year of study. It will thus not be possible to enrol for the Masters in Marketing Management Coursework programme if you cannot attend the Masters classes.
3. Do I have to write an admission examination before I will be able to register for the MCom Coursework degree?	Applicants may be expected to complete the department's internal evaluation examination (see Section 4.3).
4. I have a BTech degree in marketing. Will I be allowed to register?	A BCom (honours) degree is a prerequisite and the BTech is not regarded as sufficient.
5. I have a BCom with marketing subjects (not a major) and also a BCom (Hons) in business management (without marketing subjects). Can I apply for registration?	You can consider applying, but it is unlikely that you will be able to register.
6. I am an international student. May I apply to be admitted?	<i>Please refer to Section 4.1.</i> International students (with any prior qualifications obtained at a non-South African University) must have their qualifications evaluated by the South African Qualifications Authority (SAQA). Contact SAQA at <a href="http://www.saqa.org.za/">http://www.saqa.org.za/</a> .
7. I work full-time. Will I be able to apply for the programme?	Most of the students enrolled for the MCom Coursework programme work full-time. It is the responsibility of the student to make arrangements with their employer in reference to leave for attending classes and other important course events.